USC

COURSE OUTLINE

BUS512 Introduction to Research Concepts and Design

Course Coordinator: Rory Mulcahy (rmulcahy@usc.edu.au)   **School:** School of Business and Creative Industries

2021 | Semester 1

Online	**ONLINE 1** You can do this course without coming onto campus.

Please go to the USC website for up to date information on the teaching sessions and campuses where this course is usually offered.

1. What is this course about?

1.1. Description

This course provides the foundation for a postgraduate research project on a business-related topic. It will give you an understanding of the research process, concepts and designs, and an opportunity to develop a research proposal on your chosen topic. To inform the development of this proposal, you will learn how to identify appropriate research questions based on the critical analysis of existing knowledge, and will be introduced to a range of research methodologies and methods. The course is designed to give you an appreciation of the complexities of conducting research on business topics including the ethical issues involved.

1.2. How will this course be delivered?

ACTIVITY	HOURS	BEGINNING WEEK	FREQUENCY
ONLINE 1			
Tutorial/Workshop – Interactive zoom workshop	2hrs	Week 1	12 times
Online – Interactive learning guides	1hr	Week 1	12 times

1.3. Course Topics

1. Introduction to business research
2. turning ideas into research using conceptual frameworks
3. Research philosophies and theoretical frameworks
4. Research ethics
5. Research designs
6. Qualitative designs and data collection
7. Measurement concepts and introduction to surveys
8. Data collection- attitude measurement
9. Data collection- experiments
10. Sampling, Data preparation and analysis
11. Working on research proposal
12. Working on research proposal
13. Revision

2. What level is this course?

500 Level (Advanced)

Engaging with new discipline knowledge and skills at an advanced level or deepening existing knowledge and skills within a discipline. Independent application of knowledge and skills in unfamiliar contexts.

3. What is the unit value of this course?

12 units

4. How does this course contribute to my learning?

COURSE LEARNING OUTCOMES On successful completion of this course, you should be able to...	GRADUATE QUALITIES MAPPING Completing these tasks successfully will contribute to you becoming...	PROFESSIONAL STANDARD MAPPING Association to Advance Collegiate Schools of Business
1 Demonstrate a specialised knowledge within a specified area in business.	Knowledgeable	PC6 - Career-adaptive
2 Identify an appropriate research question based on current knowledge and theory.	Creative and critical thinker Engaged	PC1.1 - Written Communication PC3 - Creative and Critical Thinking
3 Design a research study using an appropriate methodology and methods	Knowledgeable Creative and critical thinker Empowered	PC6 - Career-adaptive
4 Identify the potential ethical issues involved in a proposed research project and how to address these issues in research design and conduct.	Ethical	PC4 - Community Consciousness

5. Am I eligible to enrol in this course?

Refer to the USC Glossary of terms for definitions of "pre-requisites, co-requisites and anti-requisites".

5.1. Pre-requisites

Enrolled in any honours program or postgraduate coursework program

5.2. Co-requisites

Not applicable

5.3. Anti-requisites

Not applicable

5.4. Specific assumed prior knowledge and skills (where applicable)

Not applicable

6. How am I going to be assessed?

6.1. Grading Scale

Standard Grading (GRD)

High Distinction (HD), Distinction (DN), Credit (CR), Pass (PS), Fail (FL).

6.2. Details of early feedback on progress

You will be given opportunities to discuss the development of your research on a regular basis in the workshops to obtain feedback from your peers and the workshop facilitator

6.3. Assessment tasks

DELIVERY MODE	TASK NO.	ASSESSMENT PRODUCT	INDIVIDUAL OR GROUP	WEIGHTING %	WHAT IS THE DURATION / LENGTH?	WHEN SHOULD I SUBMIT?	WHERE SHOULD I SUBMIT IT?
All	1	Written Piece	Individual	40%	2,000 words	Week 6	Online Assignment Submission with plagiarism check
All	2	Plan	Individual	60%	3,500 words	Exam Period	Online Assignment Submission with plagiarism check

All - Assessment Task 1: Development of preliminary research question

GOAL:	Develop and justify a research question for a possible research project.
PRODUCT:	Written Piece
FORMAT:	This submission will present an overview of the background and the problem being addressed by the research, justification and statement of research purpose and research question/s and the scope.

CRITERIA:	No.		Learning Outcome assessed
	1	Conceptualisation and development of an argument for the research	
	2	Formulation of research question	
	3	Identification of research boundaries	
	4	Writing and presentation	
	5	Referencing/Academic integrity	
	6	Assessment criteria are mapped to the course learning outcomes.	①②③④

All - Assessment Task 2: Research proposal

GOAL:	To present and justify an appropriate methodology for a research project designed to address the research question posed in Assessment Task 1.
PRODUCT:	Plan
FORMAT:	This submission will build on Task 1 by including the refined background, purpose statement and research question, and an overview of the literature. In addition, this task will require a detailed research methodology and methods section including sampling, data analysis, and identification of ethical issues.

CRITERIA:	No.		Learning Outcome assessed
	1	Research focus including background, purpose, question and literature review	
	2	Explanation and justification of research design and methodology	
	3	Explanation and justification of methods, sampling and data analysis approach	
	4	Identification and explanation of ethical issues related to the project	
	5	Writing and presentation	
	6	Referencing/Academic integrity	

7. Directed study hours

A 12-unit course will have total of 150 learning hours which will include directed study hours (including online if required), self-directed learning and completion of assessable tasks. Directed study hours may vary by location. Student workload is calculated at 12.5 learning hours per one unit.

8. What resources do I need to undertake this course?

Please note: Course information, including specific information of recommended readings, learning activities, resources, weekly readings, etc. are available on the course Blackboard site– Please log in as soon as possible.

8.1. Prescribed text(s) or course reader

Please note that you need to have regular access to the resource(s) listed below. Resources may be required or recommended.

REQUIRED?	AUTHOR	YEAR	TITLE	PUBLISHER
Required	Quinlan, C., Babin, B, Carr, J Griffin, M, and Zikmund, WG	2019	Business Research Methods	Cengage Learning, USA

8.2. Specific requirements

Not applicable

9. How are risks managed in this course?

Health and safety risks for this course have been assessed as low. It is your responsibility to review course material, search online, discuss with lecturers and peers and understand the health and safety risks associated with your specific course of study and to familiarise yourself with the University's general health and safety principles by reviewing the online induction training for students, and following the instructions of the University staff.

10. What administrative information is relevant to this course?

10.1. Assessment: Academic Integrity

Academic integrity is the ethical standard of university participation. It ensures that students graduate as a result of proving they are competent in their discipline. This is integral in maintaining the value of academic qualifications. Each industry has expectations and standards of the skills and knowledge within that discipline and these are reflected in assessment.

Academic integrity means that you do not engage in any activity that is considered to be academic fraud; including plagiarism, collusion or outsourcing any part of any assessment item to any other person. You are expected to be honest and ethical by completing all work yourself and indicating in your work which ideas and information were developed by you and which were taken from others. You cannot provide your assessment work to others. You are also expected to provide evidence of wide and critical reading, usually by using appropriate academic references.

In order to minimise incidents of academic fraud, this course may require that some of its assessment tasks, when submitted to Blackboard, are electronically checked through SafeAssign. This software allows for text comparisons to be made between your submitted assessment item and all other work that SafeAssign has access to.

10.2. Assessment: Additional Requirements

Eligibility for Supplementary Assessment

Your eligibility for supplementary assessment in a course is dependent of the following conditions applying:

The final mark is in the percentage range 47% to 49.4%
The course is graded using the Standard Grading scale
You have not failed an assessment task in the course due to academic misconduct

10.3. Assessment: Submission penalties

Late submission of assessment tasks may be penalised at the following maximum rate:
- 5% (of the assessment task's identified value) per day for the first two days from the date identified as the due date for the assessment task.
- 10% (of the assessment task's identified value) for the third day - 20% (of the assessment task's identified value) for the fourth day and subsequent days up to and including seven days from the date identified as the due date for the assessment task.
- A result of zero is awarded for an assessment task submitted after seven days from the date identified as the due date for the assessment task. Weekdays and weekends are included in the calculation of days late. To request an extension you must contact your course coordinator to negotiate an outcome.

10.4. Study help

For help with course-specific advice, for example what information to include in your assessment, you should first contact your tutor, then your course coordinator, if needed.

If you require additional assistance, the Learning Advisers are trained professionals who are ready to help you develop a wide range of academic skills. Visit the Learning Advisers web page for more information, or contact Student Central for further assistance: +61 7 5430 2890 or studentcentral@usc.edu.au.

10.5. Wellbeing Services

Student Wellbeing provide free and confidential counselling on a wide range of personal, academic, social and psychological matters, to foster positive mental health and wellbeing for your academic success.

To book a confidential appointment go to Student Hub, email studentwellbeing@usc.edu.au or call 07 5430 1226.

10.6. AccessAbility Services

Ability Advisers ensure equal access to all aspects of university life. If your studies are affected by a disability, learning disorder mental health issue, , injury or illness, or you are a primary carer for someone with a disability or who is considered frail and aged, AccessAbility Services can provide access to appropriate reasonable adjustments and practical advice about the support and facilities available to you throughout the University.

To book a confidential appointment go to Student Hub, email AccessAbility@usc.edu.au or call 07 5430 2890.

10.7. Links to relevant University policy and procedures

For more information on Academic Learning & Teaching categories including:

- Assessment: Courses and Coursework Programs
- Review of Assessment and Final Grades
- Supplementary Assessment
- Administration of Central Examinations
- Deferred Examinations
- Student Academic Misconduct
- Students with a Disability

Visit the USC website: http://www.usc.edu.au/explore/policies-and-procedures#academic-learning-and-teaching

10.8. General Enquiries

In person:

- **USC Sunshine Coast** - Student Central, Ground Floor, Building C, 90 Sippy Downs Drive, Sippy Downs
- **USC Moreton Bay** - Service Centre, Ground Floor, Foundation Building, Gympie Road, Petrie
- **USC SouthBank** - Student Central, Building A4 (SW1), 52 Merivale Street, South Brisbane
- **USC Gympie** - Student Central, 71 Cartwright Road, Gympie
- **USC Fraser Coast** - Student Central, Student Central, Building A, 161 Old Maryborough Rd, Hervey Bay
- **USC Caboolture** - Student Central, Level 1 Building J, Cnr Manley and Tallon Street, Caboolture

Tel: +61 7 5430 2890

Email: studentcentral@usc.edu.au